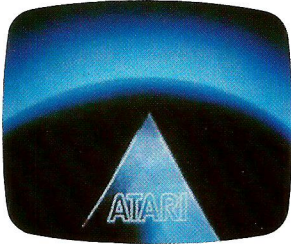


# ATARI CORPORATE

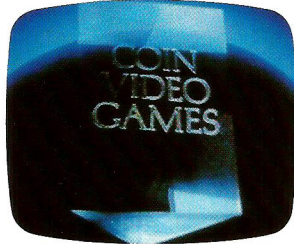
## "BIRTH"

COMM'L NO.: QACX 6301

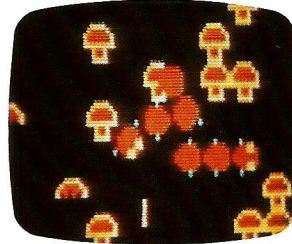
LENGTH: 60 SECONDS



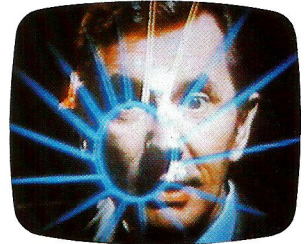
(MUSIC UNDER)  
ANNCR: (VO) Discover a world beyond your wildest dreams. Discover Atari.



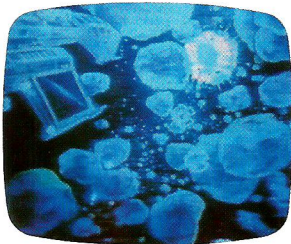
Pioneers in coin-video games



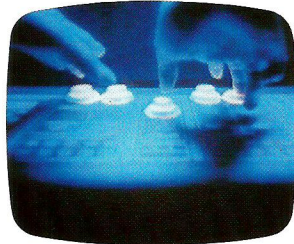
like Centipede,



Tempest,



And Asteroids,



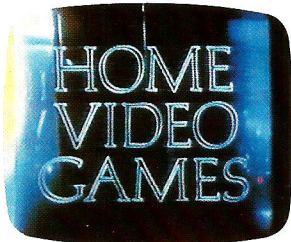
that challenge you,



excite you,



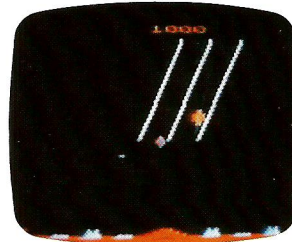
test you like never before.



Discover the Atari that opened your eyes to the world's most popular home video games



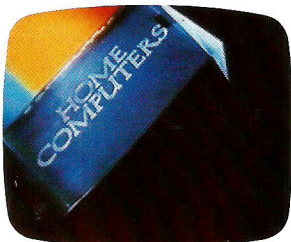
like Space Invaders,



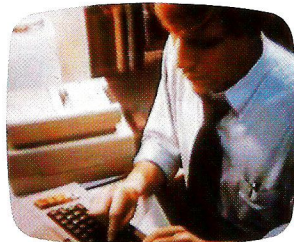
Missile Command,



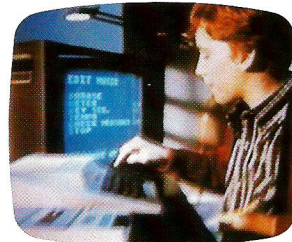
and Warlords.



Discover the Atari that brought you a home computer truly designed for the home.



Sophisticated for advanced needs,



yet simple enough for your child to use.



Compose music,



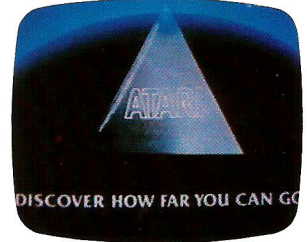
play advanced games...



manage your finances...



All at the touch of a button.



Discover Atari. And discover how far you can go.

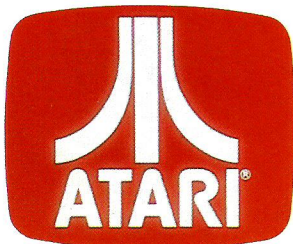


# ATARI 400 HOME COMPUTER

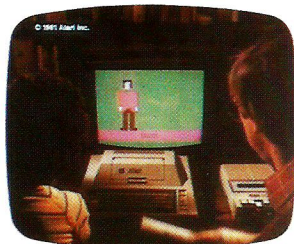
"BON JOUR"

COMM'L NO.: QACX 6201

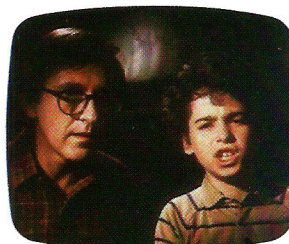
LENGTH: 60 SECONDS



ANNCR: Atari brings the computer age home.



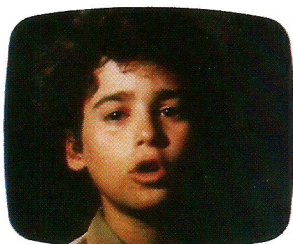
DAD: Ready, we don't have much time. Go ahead, say it.



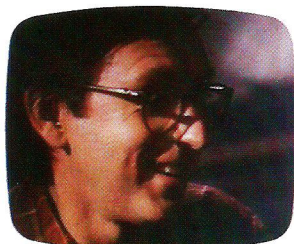
COMPUTER: Bon jour.  
SON: Barnjeer.



DAD: Not quite, try it one more time.



ANNCR: With an Atari 400 Home Computer



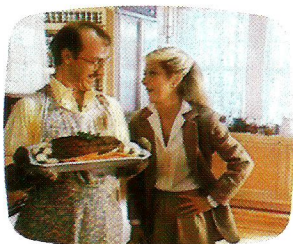
you can learn a new language,



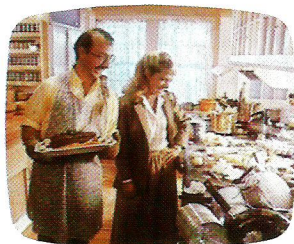
link up to a world of information by phone.



HUSBAND: Da-dum! Chinese Meat Loaf!



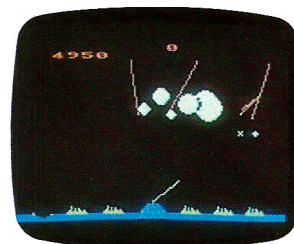
WIFE: Recipes from the computer?!--Great idea, George!



Now...does it clean up?



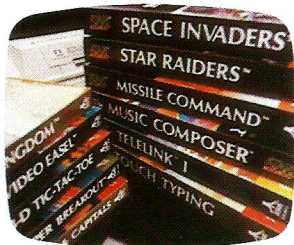
ANNCR: Or take your best shot playing Missile Command.



In fact,



for a price that isn't out of this world...



the Atari 400 Home Computer can open a world of possibilities.



SON/DAD: Le Pere, La Mere, Merci.



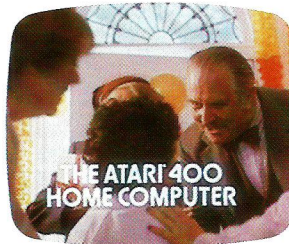
It's so simple a child can use it alone...



yet so advanced, it could even change your life.



SON: Bonjour Grandmere, Grandpere. Comment allez-vous?



ANNCR: The Atari 400 Home Computer...



We've brought the computer age home.

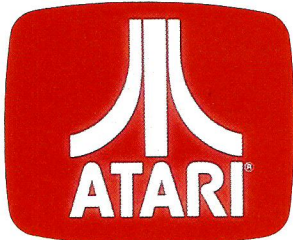


# ATARI HOME COMPUTERS

"BROKER"

COMM'L NO.: QACX 6101

LENGTH: 60 SECONDS



(MUSIC UNDER)  
ANNCR: (VO) Atari brings the computer age home.



FATHER: Gotta run!  
SON: Late again...huh, Dad?  
FATHER: I am not late!



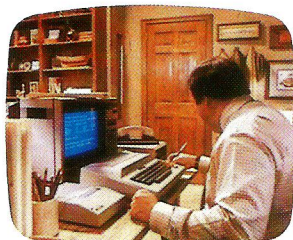
ANNCR: With an Atari Home Computer...  
WIFE: Have a nice day at the office.



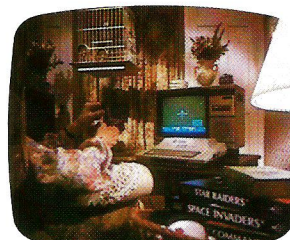
ANNCR: ...and its ability to bring the world to you



Some people never



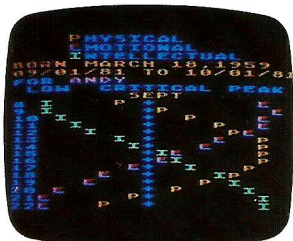
have to leave home to go to work.



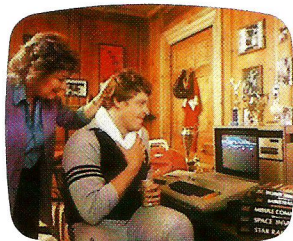
While some find playing Star Raiders



is the only way to live.  
GRANDMA: We got 'em Chester!



ANNCR: And then, without Atari Biorhythms.



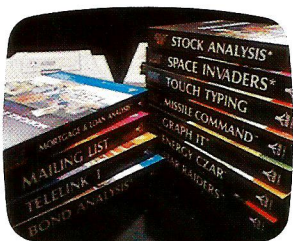
some people would never even go outside...



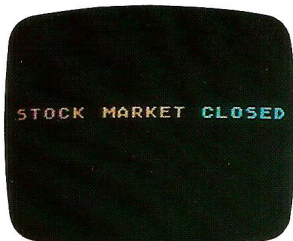
SON: Mother, I think it's safe to go out today.  
MOTHER: Safe for whom?



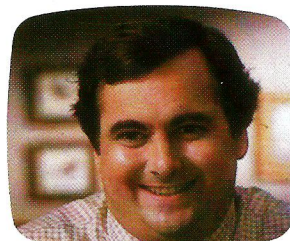
ANNCR: But no matter how you decide to use your Atari Home Computer,



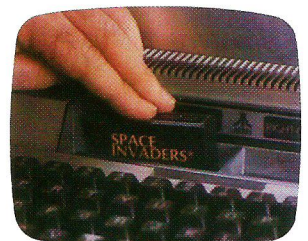
for a price that isn't out of this world,



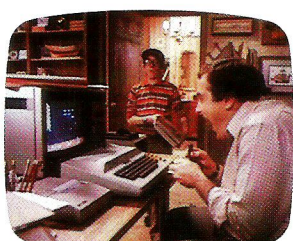
it offers a world



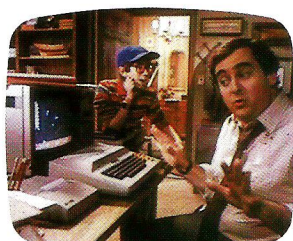
of possibilities at the touch of a few buttons.



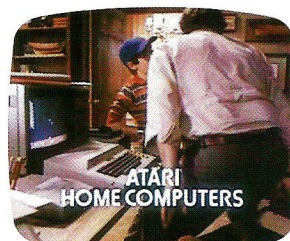
In fact, the hardest part isn't how to use it,



it's who gets to use it!



SON: Market closed, Dad? Mind if I do my work?  
FATHER: Hey, no problem!



ANNCR: (VO) Atari Home Computers...



We've brought the computer age home.

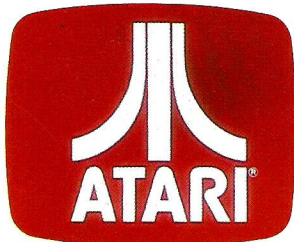


# ATARI HOME COMPUTERS

"MOM"

COMM'L NO.: QACX 6061

LENGTH: 30 SECONDS



(MUSIC UNDER)  
ANNCR: Atari brings the  
computer age home.



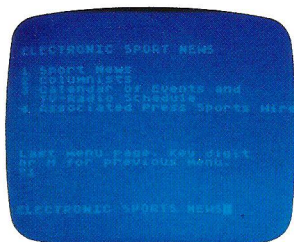
GIRL: OK, Mom, what's the  
capital of Nebraska?



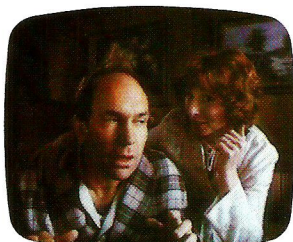
MOM: Ah...  
GIRL: Come on, come on!  
MOM: I'm trying, I'm trying!



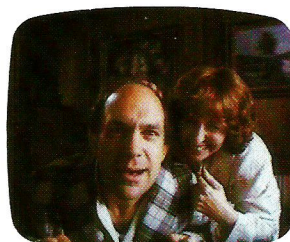
ANNCR: Atari Home  
Computers can teach you...  
or reach you with important  
information



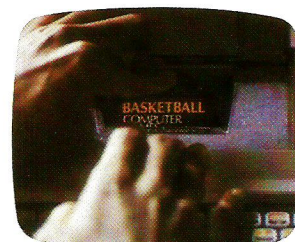
anytime, day or night.



WIFE: I already checked the  
computer. The Bears lost.  
HUSBAND: How about the  
Lions?



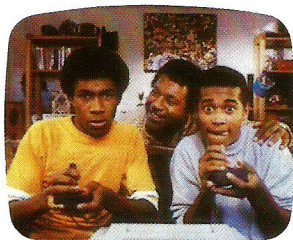
WIFE: Oh...you owe me on  
that, too.



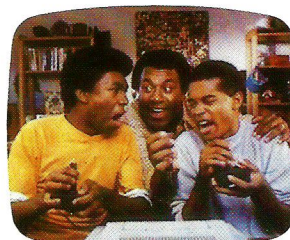
ANNCR: And if your jump  
shot is a little off,



we can help there, too.



FATHER: Hey guys, how  
about a deal. The car tonight  
...for Atari Basketball.



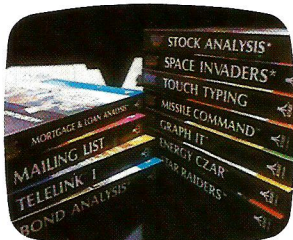
BOYS: Mm! Mm! ...No!



ANNCR: In fact there's no  
end to your possibilities with  
Atari Home Computers.



They're easy to use. And  
afford.



But best of all, they just  
might be



the wisest investment you'll  
ever make.



GIRL: Watch this...Hey Mom,



What's the capital of  
Delaware?  
MOM: Dover.



GIRL: I told you she's smart.



ANNCR: Atari Home  
Computers.



We've brought the computer age  
home.